



## James Douglas JEWELERS

### Quality, Custom Jewelry for Nearly 20 Years

It's not too often that a jewelry store can claim to have clients as prestigious as Soldiers and Sailors, St. Paul's Cathedral and Oakmont Country Club. But with James Douglas Jewelers, such clients are just another testament to the quality and expertise clients have come to expect.

What makes this store different is the fact that all of the work is performed on site by certified jewelers. The store has its own watch and clockmaker who brings more than four decades of experience to the table. What's more, James Douglas Jewelers can do custom designs in house that will make your wife-to-be's ring the envy of all her friends.

"Our customers really utilize us for our custom work, especially in the bridal arena," said Stephanie Ferguson, Senior VP. "A lot of people now play a more hands-on role with their bridal planning. They want to look at loose stones and settings. And we take the time to educate them very thoroughly about the diamond they're purchasing."

At the end of the day, if a client sees three different settings and likes something from each, James Douglas Jewelers can design a custom item that brings the best aspects of those rings into one, cohesive design.

And don't think that just because you design your own rings for your wedding that it's going to take forever to get them from sketch to reality. Most custom work can be completed within four to eight weeks, with a 10-week turnaround on extremely complicated or complex designs.

With gems, James Douglas Jewelers has two staff members who hold Diamond Certification from the Gemological Institute of America (GIA), an independent nonprofit organization, established in 1931, that is recognized as the world's foremost authority in gemology. GIA invented the well-known 4Cs of color, clarity, cut and carat weight in the early 1950s and, in 1953, created the International Diamond Grading System that today is recognized by virtually every professional jeweler in the world.

"A lot of other places have people with certifications outside of the GIA, which makes it difficult for them to explain the 4Cs to clients," Stephanie said. "Or, they won't know about the different metals in our industry, whereas we can explain the benefits of different materials and their combinations."

On the clock and watch repair front, James Douglas Jewelers has been maintaining and repairing some of the oldest and most valuable clocks in western Pennsylvania and is one of the few, if not only, jewelry stores with its own expert clockmaker.

With all of these services, James Douglas Jewelers offers free estimates. And, if you happen to own an heirloom clock that's too big to move, staff will also do house calls.

For more information on James Douglas Jewelers, go to [jdwel.com](http://jdwel.com) online, where you can find contact information, current specials, what the store buys and more. Or you can call today at 724.325.4400.

